

# Transforming the Commercial Corridor Strip:

Re-development Design Strategies to Create Mixed-Use Centers \*



## An Evening with Randall Arendt

August 3, 2010  
6:00PM-9:30PM

MassDevelopment Offices  
33 Andrews Parkway Conference Room 1  
Devens, MA

This workshop will focus on practical ways of reclaiming existing commercial corridors characterized by visual blight, traffic congestion and higher accident rates. Multiple strategies blending the twin disciplines of Conservation Design and New Urbanism are discussed for rebuilding these corridors, gradually increasing their functionality and attractiveness. These strategies offer significant opportunities for commercial and mixed-use redevelopment, particularly in areas with existing infrastructure, thereby increasing the viability of businesses, service providers, and current /future public transit lines.

This workshop features a digital slideshow illustrating progressive approaches to transforming commercial corridors, emphasizing multi-story mixed-use buildings, affordable housing, public transit possibilities, shade tree planting, design standards, signage, native landscaping, improved circulation patterns, parking lot orientation, stormwater infiltration/recharge, night sky protection, and solar features.

This topic will be of interest to all who stand to benefit from the redevelopment and adaptive reuse of aging highway commercial corridors into multi-use centers for the 21st century.

**Material presented is largely drawn from Randall's newest book, *Envisioning Better Communities: Seeing More Options, Making Wiser Choices*, published by APA Planners' Press.**

Brought to you by:



Montachusett Regional Planning Commission  
Nashua River Watershed Association  
Devens Enterprise Commission  
Mass. Chapter of the US Green Building Council  
Boston Society of Architects  
MassDevelopment  
Mass. Chapter of the American Planning Association

**SEE REVERSE FOR REGISTRATION DETAILS**

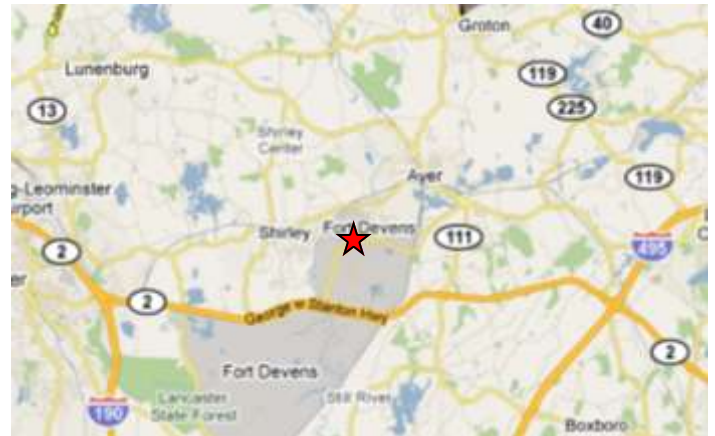
*Randall Arendt is a landscape planner, site designer, author, lecturer, and an advocate of "conservation planning". In 2003 he was elected a Fellow of the Royal Town Planning Institute in London. In 2004 he was named an Honorary Member of the American Society of Landscape Architects, and in 2005 he received the [American Institute of Architects' Award](#) for Collaborative Achievement. Mr. Arendt is the author of more than 20 publications, including *Dealing with Change in the Connecticut River Valley: A Design Manual for Conservation and Development*, and *Rural by Design: Maintaining Small Town Character*, and *Crossroads, Hamlet, Village, Town: Design Characteristics of Traditional Neighborhoods, Old and New*. His work has been featured in leading periodicals including the *New York Times*, *Landscape Architect*, *Urban Land*, and the *Journal of the American Planning Association*.*

\*Program approved for 3 AICP CM Credits and pending approval for 3 AIA continuing education learning units

This workshop addresses the following topics, among others:

- Replacing single-story, single-use, commercial buildings with multi-story mixed-use development, including residences;
- Calming traffic through landscaped medians and roundabouts and ensuring safe pedestrian walkways;
- Planting shade trees extensively along highways, internal streets, pedestrian ways, and parking areas;
- Improving circulation patterns and parking lot orientation ;
- Creating internal streets, using "Official Maps" to create networks of streets linking properties not only up and down the highway corridor, but also linking properties two or three tiers of ownership behind the frontage parcels, facilitating inter-parcel vehicular circulation;
- Establishing *minimum* height standards, (such as two stories in functional height) to encourage vertical integration of compatible mixed uses, such as retail and office, or rental residential;
- Setting maximum building setbacks from the highway and creating **internal streets for inter-parcel circulation**;
- Ensuring the provision of safe pedestrian walkways through parking lots and along internal streets ;
- Providing opportunities for housing above shops and offices and encouraging vertical integration;
- Designing with natural and historic cultural features;
- Managing stormwater to emphasize groundwater infiltration and recharge;
- Using native plant species – and a diversity of plants;
- Establishing standards for signage, emphasizing smaller-scale and less "aggressive" signs;
- **Requiring outdoor lighting to have vertical "cut-offs" to reinforce the value of dark-sky principles.**

MassDevelopment Offices  
33 Andrews Parkway Conference Room 1  
Devens, MA



**Directions:**

*From Route 2 Eastbound:* Take Exit 37 onto Jackson Road. Proceed over Route 2 and follow westbound directions below.  
*From Route 2 Westbound:* Take Exit 37B onto Jackson Road. Proceed up the hill and straight through the first traffic light. Continue along Jackson Road for approx. 0.5 miles and turn right onto Andrews Parkway (Devens Common—just past Rapid Refill Gas Station). Continue along Andrews Parkway. We are the office building directly across from the hotel.  
*From Points North:* Enter the Ayer Rotary and take the **Barnum Road Exit (beside Wendy's)**. **Proceed along Barnum Road** for approximately 1.5 miles until you reach the end (Devens Fire Dept. on your right). Take a left onto Jackson Road and then your next left onto Ryans Way (just after hotel). Turn left on Andrews Parkway and we are in the office building beside the hotel.



## Transforming the Commercial Corridor Strip:

Re-development Design Strategies to Create Mixed-Use Centers

An Evening with Randall Arendt

August 3, 2010

6:00PM-9:30PM

REGISTRATION: \$30.00 fee

Registration Deadline: July 27, 2010 (please make checks payable to Nashua River Watershed Association)

To Register for this workshop, please e-mail the following information to Mark Archimbault at [marka@nashuariverwatershed.org](mailto:marka@nashuariverwatershed.org) before July 27, 2010 or fill out the form below and mail it, along with your payment, to Nashua River Watershed Association, 592 Main Street, Groton, MA 01450:

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Seating is limited to 60 persons so register early!